



## APPLICATION - TEMPORARY SALES / PROMOTIONAL EVENTS / TEMPORARY SIGNAGE

### PURPOSE

To provide guidelines to process a permit application for temporary outside sales, promotional events or temporary promotional signs held on private property in certain commercial and industrial zones, and on property owned by institutional or religious organizations within the City of Chula Vista.

### TEMPORARY OUTSIDE SALES EVENT

Temporary outside sales is for businesses wanting to display and sell merchandise customarily sold in the store on the premises. Staff will review and approve or modify the requested hours of operation and may require conditions, as outlined in CVMC 19.58.370(B)(1), necessary to reduce possible detrimental effects to the surrounding area, and to protect the public health, safety and welfare of the community. Selling items not associated with the existing business on the premises is prohibited.

### PROMOTIONAL EVENT

Promotional events promote an event, product, merchandise or other promotion including, but not limited to grand openings, change of business ownership, business anniversaries and other events on private, nonresidential property. Staff will review and approve or modify the requested hours of operation and may require conditions necessary to reduce possible detrimental effects to the surrounding area, and to protect the public health, safety and welfare of the community.

#### **Process:**

Submit a completed application, two (2) site plans and required fee for review 15 business days prior to the event start date. The site plan must show the location of the event, promotional items and associated signage (see Temporary Promotional Signs). The application will be reviewed by Development Services and Fire Department staff at the Development Services Counter (*Building and Fire may require additional permits for items such as generators, tents, canopies and other temporary structures, which are processed separately*). If the event includes alcohol consumption and/or live entertainment, Chula Vista Police Department approval is required. Inspections by Building and Fire may be required and are scheduled at the time of permit issuance.

Events can be for a period of twenty-four (24) days in any calendar year, but not exceeding seven (7) consecutive days. **Not more than six (6) permits a year can be issued to any one business or shopping complex.** A minimum of 30 calendar days between commencement dates for multiple events is required. Exceptions may be made by the Director of Development Services for temporary holiday sales (i.e. Christmas tree and pumpkin patch lots).

### TEMPORARY PROMOTIONAL SIGNS

Temporary Promotional signs are permitted for any business to promote an event, product, merchandise or other promotion not to exceed 60 consecutive days in a calendar year. Signs may be A and I frame signs, on paper, cardboard, plastic or fabric. The signs are limited to a location on the premises of the business or entity having the event. The number and location of the signs cannot create a traffic hazard because of the distractive character to motorists of any sign or the cumulative effect of all the signs on the lot, nor can any sign unreasonably obscure existing signs on adjacent properties. Only one freestanding sign may be allowed on each street frontage. Such sign cannot be more than eight feet in height or contain more than forty square feet of sign area. Other signs may be allowed subject to Zoning Administrator approval. Signs cannot exceed two (2) square feet of lineal street frontage of the sales area.

### FEES

The application shall be accompanied by a fee established by the Master Fee Schedule to cover the cost of processing the application.



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Permit Request:

- ☐ Temporary Outside Sales (see attached guidelines)  
☐ Promotional Event (see attached guidelines)  
☐ Temporary Sign (see attached guidelines)

STAFF USE ONLY

Permit #: \_\_\_\_\_  
Submittal Date: \_\_\_\_\_  
Staff: \_\_\_\_\_  
☐ Approved ☐ Not Approved

Application Information

Applicant Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ e-mail \_\_\_\_\_

Subject Property Information

Address \_\_\_\_\_ Permit Start Date \_\_\_\_\_ End Date\* \_\_\_\_\_  
Assessor's Parcel \_\_\_\_\_ \* Must remove items and/or promotional signs on end date  
Hours of Operation \_\_\_\_\_ Business Lic. # \_\_\_\_\_  
Subject Property ☐ Own ☐ Rent

Description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- ☐ Building (separate permit required) ☐ Fire (separate permit required) ☐ Police (approval required)  
☐ Electrical generators - kw \* \_\_\_\_\_ ☐ Canopy/tent - size\* \_\_\_\_\_ ☐ Live Entertainment  
☐ Structure - type \_\_\_\_\_ ☐ Alcohol Served

\* Generators less than 10kw do not require a Building permit and canopies/tents 400 square feet or less do not require a Fire permit

\_\_\_\_\_ Meets Outside sales development standards (per attached CVMC 19.58.370(B))  
\_\_\_\_\_ Meets Traffic/Site distance requirements (per attached site plan)

Promotional Signs ☐ Yes ☐ No

Number of Signs: Type: \_\_\_\_\_ A-Frame ☐ Frame I ☐ Window ☐ Banner ☐ Other ☐  
Dimensions: \_\_\_\_\_ x \_\_\_\_\_ ; Square Feet \_\_\_\_\_ Locations(s) \_\_\_\_\_  
(Please Provide Site Plan)

Check if property owner letter of authorization provided ☐

Applicant Name \_\_\_\_\_ Property Owner Name \_\_\_\_\_  
Print Print

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature